

The background is a deep blue gradient. At the top, there are bright, glowing trails of white and light blue particles, resembling a nebula or a high-speed data stream. On the right side, there is a large, glowing blue arch shape, with a smaller, similar arch nested inside it, creating a sense of depth and futuristic design.

Breaking new ground

Mia Suazo Eriksson,
EVP and Chief Marketing Officer



Who we
are

Where
we come
from

Growing in the Nordics



CORE

Families
Age: 20-49
Household: 2+

Growing in the Nordics



Growth Opportunities



Singles
Age: 20-49
Household: 1

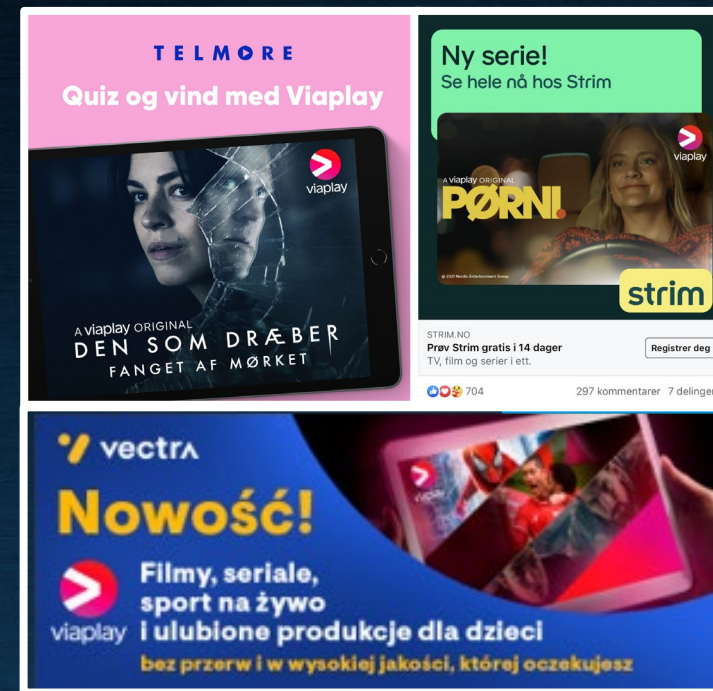


Silver Surfers
Age: 50-64
Household: 1-2



Seniors
Age: 65+
Household: 1-2

Growing in the Nordics



International Expansion



Broad



Reach & Impact

Specialised



Targeted Marketing

Specialised: US



Liberal &
well-
educated

Urban
centered with
LA & NYC
standing out

Female mid
40's
Drama
fans

M25-56

International Expansion



Broad



Reach & Impact

Specialised



Targeted Marketing

Poland: Creative



" My life is like a fairy tale.
Being repeated over and over and over again!"

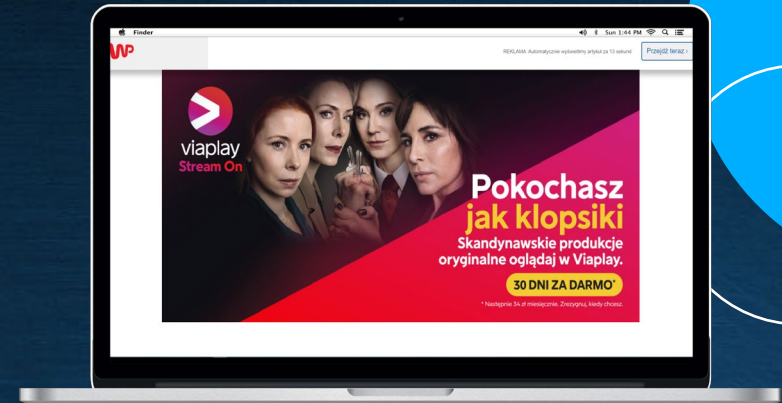


"Not watching Arminia Bielefeld vs FC Köln?
Ahh that's right you boys only watch Lewy matches! "

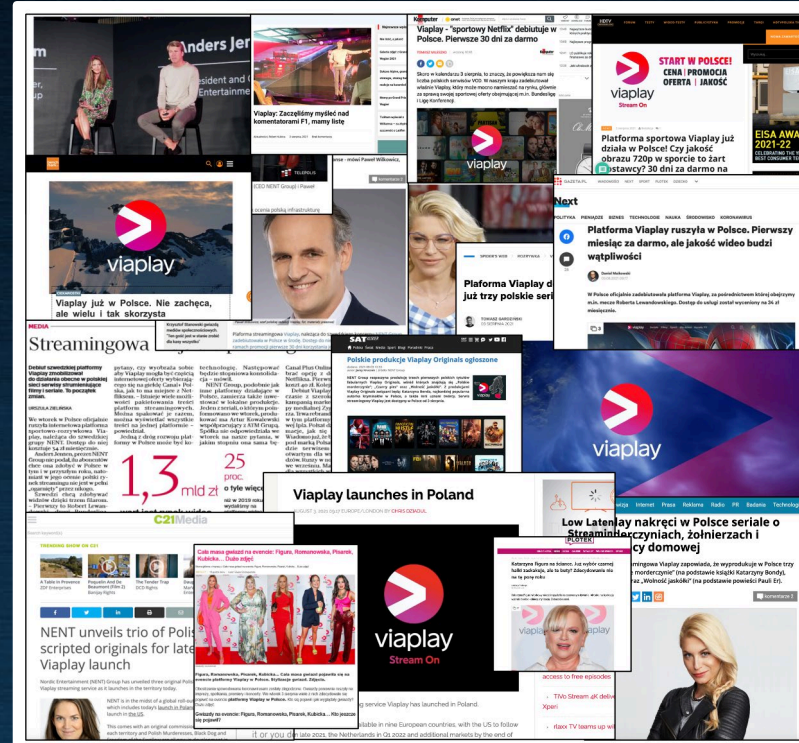


" Fancy a Swedish crime show?
Is it as good as their meatballs?"

Poland: Reach and Impact media



Poland Launch: Impact and Reach PR



Key takeaways



We have a unique proposition

We are tactical, tailored and targeted

We are broadening our audience in the Nordics

Partnering up to achieve impact